

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105183  
**Alt Order #:** 06838772  
**Product Desc:** OCEGUERA FOR CONGRES  
**Estimate:** 1560  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Oceguela for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	23	\$16,725.00	\$14,216.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$16,725.00	\$14,216.25	0.00
<b>Totals</b>	<b>23</b>	<b>\$16,725.00</b>	<b>\$14,216.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	37%	\$16,725.00
Market	100%	\$45,202.70

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$11,752.70
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$8,588.51
KTUD	0%	\$0.00
KVVU	16%	\$7,232.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$904.05

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	09/03/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/28/12	09/03/12	MTWTF--			2		\$400.00		0.00				

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**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	09/03/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 2 \$400.00 0.00															
E 2	KSNV	08/28/12	09/03/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 3 \$700.00 0.00															
E 3	KSNV	08/28/12	09/03/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 2 \$1,400.00 0.00															
E 4	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S- 1 \$350.00 0.00															
E 5	KSNV	09/02/12	09/02/12	Sunday Today Sunday Today TODAY ON SUNDAY no pgm 8/5, 8/12	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$625.00 0.00															
E 6	KSNV	08/28/12	09/03/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 2 \$500.00 0.00															
E 7	KSNV	08/28/12	09/03/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III	CM	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 3 \$325.00 0.00															
E 8	KSNV	08/28/12	09/03/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 2 \$425.00 0.00															
E 9	KSNV	08/28/12	09/03/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 1 \$325.00 0.00															
E 10	KSNV	08/28/12	09/03/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 1 \$600.00 0.00															
E 11	KSNV	08/28/12	09/03/12	M-F Early News M-F Early News EARLY NEWS	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 MTWTF-- 2 \$1,000.00 0.00															
E 12	KSNV	08/30/12	08/30/12	Thurs PR 10-11p Thursday Prime 10-11pm ROCK CENTER W/B. WILLIAMS	CM	10-11pm	---T---	:30	1	\$2,100.00	1	0.00	NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 ---T--- 1 \$2,100.00 0.00															
E 13	KSNV	08/28/12	09/03/12		CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00

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				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/28/12		08/28/12	09/03/12	MTWTF--	2		\$1,100.00		0.00						
													Totals	23	\$16,725.00